

**City of Milpitas
Economic Development Commission
Monday, May 8, 2006**

APPROVED MINUTES

I. Flag Salute: Chairman Brahmbhatt called the meeting to order at 6:04 p.m. Vice Chair De Smidt led the Commission in the Pledge of Allegiance.

II. Roll Call: Commissioners present: Dhaval Brahmbhatt, Frank De Smidt, Tomo Tuong Nguyen, Charlene Tsao, Vince Songcayawon, Ray Maglalang, Donald Peoples, Zeya Mohsin and Minh Nguyen.

Commissioners Absent: Barbara Santos (excused) and Anastasia Sen-Beals.

Council Liaison: Mayor Jose Esteves. City Staff: Diana Whitecar.

III. Announcements:

Council Liaison Report: Chair Brahmbhatt delayed to accommodate the Mayor's schedule.

Reappointments: These will be made at the May 16th Council Meeting.

Commissioner Mohsin announced that the Milpitas Democratic Club would hold a candidates forum on May 18th at the Library Community. The forum will be for state representative and senator candidates and will be held from 6:30 – 8:30 p.m. Commissioner Mohsin also invited all to attend the Sunnyhills Neighborhood Association meeting at the Sunnyhills Methodist Church on May 20th from 5 to 6:30 p.m. for dinner and a movie afterwards.

Vice Chair De Smidt noted that the Chamber was hosting a forum on Measure A on May 18th from 7 – 8 p.m. Afterwards, local Measure I would be discussed from 8 –9 p.m. These events will be held in the Council Chambers at City Hall. He also noted that flyers on the Milpitas Rotary Carnival at Great Mall from May 11th to 14th were on the back table and that tickets could be purchased for half price. Funds would be used for Rotary community programs and scholarships. Mr. De Smidt invited everyone to the next Good Morning Milpitas event on May 12th at the Embassy Suites. The speaker is Assemblyman Alberto Torrico. In closing, the Vice Chair announced the Chambers May 23rd Business-to-Business Seminar from 5p.m. to 7 p. m. at the Embassy Suites.

Commissioner Maglalang invited the EDC to attend the June 4th Multicultural Fiesta 2pm in the Community Center. This Fiesta is sponsored by a grant from the City to the Fil-Am Group.

Chair Brahmbhatt indicated that he sent announcements in email but reminded the EDC that Nanogram was moving to Milpitas on Milpitas Blvd.

Open Government Training: This item was held for Ms. Whitecar to discuss.

- IV. Public Forum** (6:10pm) - Mr. Ruth advised the Commission that the City Council decided to delay the Housing Element Study to 2008. He believes that the Housing Element study is important to EDC because of the connection of the Housing Market study and Land Use analysis to Goal 3 of the Action Plan: To Balance Housing Supply. Mr. Ruth urged the EDC to look into this and request that the housing market study move forward now. Chair requested copy of the Study to be sent to the EDC.

Chairman Brahmbhatt forwarded a request from a citizen that the City investigate the deterioration of the residential and commercial areas around the Park Victoria/Calaveras Boulevard intersection. After discussion, the request, supported by Mayor Esteves, is to be sent to the Neighborhood Services group and include the area bounded to the east by Temple Avenue, to the South by Dempsey Avenue and include commercial and residential districts fronting those streets. See attached map.

As suggested by Vice Chair De Smidt, a unanimous vote was taken to authorize the alternatives to vote. (6:25 pm)

- V. Approval of Agenda:** Motion to Approve. – M/S: Peoples/Songcayawon. Unanimous. Absent: Santos and Sen-Beals.
- VI. Minutes:** Commissioner Maglalang noted that the April minutes in Announcements should note that the Lions Club sponsored a Speakers Contest, not a Laws of Life program. Vice Chair De Smidt noted that the minutes did not include the election of the Chair and Vice Chair and that this should be added.

Motion to approve as amended. - M/S: Songcayawon/Maglalang. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Maglalang, Tsao, Songcayawon, M. Nguyen, Mohsin and Peoples. Noes: none. Absent: Santos and Sen-Beals.

Council Liaison Report: Mayor Esteves highlighted three items for the EDC, all occurring as part of the May 16th City Council meeting: 1) The critical budget discussion; 2) the consideration of the Police MOU; and, 3) the reappointments of Commissioners.

- VII. Unfinished Business:**

1. Economic Development Strategy

- a. Entry Banners: Ms. Whitecar showed Commissioners the proposed banners that staff would present to the City Council in June. The banners will be used to identify Milpitas entryways (such as at Dixon Landing Road) and throughout the City to highlight recycling, recreations and transit programs. Banner slogans are: “Meet and Greet”, “Stop and Shop”, “Stay and Play” and “Work and Live”. All banners would have Milpitas highlighted and would convey different themes as noted above. EDC comments were as follows:

- The Bar Code does not convey shopping very well.
- Try to combine the teenager and the computer.
- Use more hills/skyline or something that is unique to Milpitas.
- “Meet and Greet” is more of a Chamber slogan.
- Blue is the color that “Milpitas” should be.
- Milpitas should be the same font and color on each banner.

- b. Airport Signage Update/Branding (6:55 p.m.)

Ms. Whitecar introduced Susan Lewis, formerly with the Small Business Development Center (SBDC). She and Susan have been working on developing a brand that could be used to market Milpitas more effectively. Ms. Whitecar indicated that Ms. Lewis suggested that the banner designs could be incorporated into an airport signage program to be used while the brand is being developed.

Ms. Lewis then proceeded to review her approach towards branding, building on the work already accomplished by the EDC with the creation of the Economic Strategic Plan. Comments regarding her Power Point presentation were:

- Slide 5 & 6: change “tourists” to “visitors”
- Slide 6: add “industry” to point #2
- Slide 7: emphasize “eat” and “hills”
- Slide 8: potential taglines for Milpitas: Gateway to Silicon Valley, Silicon Valley Corridor, Crossroads of Silicon Valley, Gateway to the World or Gateway to Technology. Commissioners expressed concerns with the examples Ms. Lewis offered.

- Slide 9: Commissioner T.T. Nguyen asked that 237 be added to the list of highways, commented that “up and coming” does not convey the current Milpitas community (most Commissioners agreed) and suggested that another tagline might be “World Class Community” or something better conveying its diversity and world connections.
 - Slide 9: Commission Tsao suggested that the title be changed to “What Defines Milpitas”. Several Commissioners suggested that marketing include something about our local Mediterranean climate.
 - Slide 10: Commissioners noted the current lack of professional service businesses and the need to promote the existing building infrastructure.
 - Slide 12: include residents, hospitality, restaurants and retail providers in the Stakeholder Committee. This stirred discussion on the need for a local restaurant group and combined restaurant marketing.
 - Slide 15: Chair Brahmhatt questioned the need to focus on small to medium sized business and not large business. Ms. Lewis responded that she thought Milpitas was better positioned to build clusters serving the larger businesses. Chair Brahmhatt explained that small businesses come and go more readily, but that larger businesses are more apt to stay. It was agreed to consider all business options. Commissioner Peoples suggested that the availability of housing and all the new housing developments also be included in the marketing.
 - Slide 17: Commissioners suggested that any business information kit build on and compliment the existing Chamber business information package.
 - Slide 18: Commissioner Mohsin suggested website links to childcare providers.
- c. Subcommittee Status: After an extended discussion, the Commission agreed that 7 subcommittees were too many. Commissioners asked specific questions on several items, but supported the overall work plan. Commissioner Maglalang questioned how a business either overseas or out of the area would find out more detail information on Milpitas (especially site location opportunities). Commissioner Songcayawon expressed concern that without baseline data (Goal 7 a and b) that no effective measures could be created. Ms. Whitecar offered that part of the work was to establish the baselines and

that this was included in the proposed Economic Development budget.

On a M/S (Songcayawon/Mohsin), it was decided that one subcommittee could cover Goals 4 and 6. The Four Subcommittees are: Business Development – to cover Action Plan Goals 4 and 6; Retail – to cover Goal 2 of the Action Plan; Workforce to cover Action Plan goal 5 and Image to cover goal 1 of the Action Plan. Goal 3, Balance Housing, would be covered by the entire EDC and each subcommittee would incorporate goal 7 (performance measurements) into its work.

Image Subcommittee: Commissioners T.T. Nguyen, Maglalang, Mohsin and Chair Brahmbhatt.

Business Development Subcommittee: Vice Chair De Smidt and Commissioners M. Nguyen, Peoples and Songcayawon.

Retail Subcommittee: Commissioners Tsao and Peoples.

Workforce Subcommittee: Chair Brahmbhatt and Commissioner Songcayawon.

Mr. Ruth requested another subcommittee on Housing, but Chair Brahmbhatt indicated that the Commission as a whole would cover this.

2. Wireless Milpitas: Ms. Whitecar advised the Commission that this project would be underway by the summer 2006.

VIII. New Business (8:10 p.m.)

1. Farmers market Update: Ms. Whitecar advised that the Farmer's Market could not be located at the school district property as the zoning did not allow for it and the land use would have to be change. After brief discussion it was suggested that the private street behind Ocean's Market might be a viable location as may be the area behind Union Bank of CA.
2. ED Managers Report: Ms. Whitecar advised the EDC of the GIS Planning application that Milpitas was participating in with Joint Venture Silicon Valley. This will allow for a thorough site location search on the internet without the need for brokers to update the information. She also advised

the Commission of the recent upswing in Business to Business sales occurring with Milpitas high tech companies.

IX. Next Meeting Agenda: Monday, June 12, 2006

1. Solar Panel Fees.

X. Adjournment: M/S – T.T. Nguyen/Maglalang. Unanimous at approximately 8:15 p.m.

Respectfully Submitted,

Diana Whitecar
Economic Development Manager